

**WHAT IS CLAIMED IS:**

1. A method for generating creative ideas for marketing and advertising a product or service, the method comprising:

- 5                   selecting a team coordinator;  
                  defining the scope of a conceptual design using a fixed-fluid analysis;  
                  selecting at least one immersion stimulus, each stimulus relating to the product or service and  
10                   corresponding to an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;  
                  selecting at least one team member having an aptitude representative of one of the intelligences;  
15                   conducting an immersion session by exposing each team member to the at least one immersion stimulus; and  
                  conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or  
20                   service, wherein the energized idea is capable of being implemented as a complete conceptual design for the product or service.

2. A method according to claim 1, further comprising assessing the energized idea produced by conducting  
25                   energized idea exercises by the team coordinator and at least one team member to evaluate the appeal of the energized idea to each one of verbal, visual, spatial, musical, emotional, worldly, practical, and physical intelligences.

3. A method according to claim 2, further comprising rejecting the energized idea if the evaluation of the appeal is not positive for a majority of the intelligences and accepting the energized idea if the evaluation of the appeal is positive for a majority of the intelligences.

4. A method according to claim 1, wherein the defining the scope, selecting at least one immersion stimulus and selecting at least one team member are done by the team coordinator.

5. A method according to claim 4, wherein the team coordinator selects at least five team members, each team member having an aptitude representative of a different one of the intelligences.

6. A method according to claim 5, wherein the team coordinator selects at least five immersion stimuli, each stimulus relating to a different one of the intelligences.

7. A method according to claim 1, wherein selecting at least one immersion stimulus comprises selecting at least five stimuli, each stimulus relating to a different one of the intelligences.

8. A method according to claim 1, wherein selecting at least one team member comprises selecting at least five team members, each team member having an aptitude representing a different one of the intelligences.

9. A method according to claim 1, wherein the aptitude of the at least one team member is not directly related to the product or service.

10. A method according to claim 1, wherein a time  
5 period between selecting the team coordinator and producing an energized idea is less than six months.

11. A method according to claim 10, wherein the time period is less than two months.

12. A method for generating creative ideas for  
10 marketing and advertising a product or service, the method comprising:

defining the scope of a conceptual design for the product or service;

15 selecting at least four immersion stimuli, each stimulus relating to the product or service and corresponding to a different one of an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;

20 selecting at least four team members, each team member having an aptitude representative of a different one of the intelligences;

exposing each team member to each immersion stimulus;

25 conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or service, the energized idea being capable of being

implemented as a complete conceptual design for the product or service; and

assessing the energized idea by evaluating the appeal of the energized idea to each of the intelligences.

5           13. A method according to claim 12, further comprising selecting a team coordinator for defining the scope, selecting the at least four immersion stimuli and selecting the at least four team members.

10           14. A method according to claim 12, wherein assessing the energized idea further comprises repeating conducting energized idea generation exercises to revise energized ideas that are evaluated as having negative appeal, followed by reassessing the revised energized ideas.

15           15. A method according to claim 12, wherein the aptitudes of the at least four team members are not directly related to the product or service.

16           16. A method according to claim 12, wherein a time period between defining the scope and producing an energized idea is less than six months.

20           17. A method according to claim 16, wherein the time period is less than two months.

18. A method of generating creative ideas, the method comprising:

identifying a subject for creating a conceptual

design;

defining the scope of the conceptual design;

selecting at least one immersion stimulus, each stimulus relating to the subject and corresponding to a different one of an intelligence selected from one of verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical;

selecting at least two team members, each team member having an aptitude representative of a different one of the intelligences;

exposing each team member to each immersion stimulus; and

conducting energized idea generation exercises with the team members to produce an energized idea having a plurality of facets, each relating to the product or service, the energized idea being capable of being implemented as a complete conceptual design for the product or service.

19. A method according to claim 18, wherein one of the team members is a team coordinator, the team coordinator selecting the at least one immersion stimulus and selecting the remaining ones of the at least two team members.

20. A method according to claim 18, wherein a time period between defining the scope and producing an energized idea is less than six months.

21. A method according to claim 20, wherein the time period is less than two months.

22. A method according to claim 21, wherein conducting energized idea exercises comprises holding at least two meetings with the team members over a period of between four to six weeks, the team members performing energized idea exercises at each meeting.

23. A method according to claim 18, wherein conducting energized idea exercises comprises holding at least two meetings with the team members over a period of between four to six weeks, the team members performing energized idea exercises at each meeting.

24. A idea generation method for a group led by a team coordinator to rapidly generate multi-faceted creative ideas having a broad appeal for a conceptual design, the method comprising:

the team coordinator defining the scope of the conceptual design;

assembling the group by the team coordinator, the group representing at least three different intelligences;

selecting at least three immersion stimuli by the team coordinator, each stimuli corresponding to a different intelligence;

conducting group meetings led by the team coordinator;

performing energized idea exercises at the group meetings using the at least three immersion stimuli;

generating an energized idea having a plurality of facets, each facet relating to a core idea of the conceptual design, the energized idea being capable of being

implemented as a complete conceptual design.

25. The method of claim 24, wherein the intelligences represented in the group and immersion stimuli are selected from verbal, visual, spatial, musical, emotional, worldly, practical, physical, logical and mathematical.

26. The method of claim 25, wherein a time period between defining the scope and generating an energized idea is less than six months.

27. The method of claim 24, wherein a time period between defining the scope and generating an energized idea is less than six months.

28. The method of claim 27, wherein the time period is less than two months.

29. The method of claim 28, wherein conducting group meetings comprises conducting at least three group meetings.

30. The method of claim 24, wherein conducting group meetings comprises conducting at least three group meetings.